

#### ABSTRACT OF THE DISCLOSURE

The present invention provides a collapsible container holder assembly for a vehicle having a floor tray. The container holder assembly comprises a carrier portion adapted to be selectably fastened to the floor tray of the vehicle and includes at least one recessed opening formed therein for receiving a beverage container. At least one container receptor portion is adapted to be telescopically engaged and retained within the at least one opening formed in the carrier portion wherein the at least one container receptor portion is adjustable between an extended and collapsed position relative to the carrier portion as desired by the user.